

## 1998 BUFFALO REGION LOW VOLUME PLAN

### BACKGROUND INFORMATION

There is a strong possibility that low volume calls will play a much greater role in a regulated environment as the retail universe changes. PM and BAT have already increased their coverage of these calls, especially in major metro areas. Nationally, these calls represent 20% of pack CIV. They represent 10% of total CIV in the Buffalo Region.

The Region presently ships approximately 1500 displays during each DPC promotion drive period. The majority of these displays were sold by RJR's sales force.

### 1998 OBJECTIVES

1. Further penetrate lower volume accounts (60-99 cpw) and commit resources in those calls where RJR can impact business.
2. Maintain current DPC program universe while adding new calls.

## STRATEGY

1. Sales Reps to contact identified 60-99 cpw calls presently not contacted by January 31, 1998 to evaluate opportunities.

- Liquor stores
- Metro areas should be top priority
- Evaluate competitive presence and activity in account
- Evaluate account willingness to work with RJR

If opportunity exists:

- Sell DPC
- Sell PDI/POS
- Sell temporary displays
- Assign quarterly or monthly coverage
- Update SIS per guidelines (see attachment)

2. Sales Reps/KAMs/AMs need to evaluate present DPC lists for accounts they contact and update SIS per guidelines by December 8, 1997 (see attachment).

3. DM's to evaluate potential of placing a Territory Rep in areas where low volume calls are numerous. Build into 1998 plan for RSM approval.